

WXIX

**ORDER**Flight Dates **09/18/12-09/27/12**Contract / Revision **794493 /**Original Date / Revision  
07/09/12 08/28/12Advertiser **American Crossroads**

New till 11/14/10

Agency **Crossroads Media**

Buying Contact

**66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314**Product**AMERICAN CROSSROADS**Agency Com 15%Billing Contact**66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314**Sales Office T-DCSales Region NationalAgency RefOrder Sep 00:00:00Estimate # **691**Alt Order # **06225771**Billing Type CashOrder Type GeneralBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A35+Rev Codes Agency Political Pol-IssueProduct Codes PL20Priority P 3Advertiser RefPrimary Account Executive  
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	36	\$19,465.00	\$22,900.00	0.00	08/27/12	09/27/12	36	\$19,465.00	\$22,900.00
<b>Totals</b>	<b>36</b>	<b>\$19,465.00</b>	<b>\$22,900.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	09/21/12	09/21/12	Late News M-F Late News M-F	Comm	10-11P	----1--	:30	1	\$1,200.00	P 3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	----1--		1		\$1,200.00		0.00					
E 2	WXIX	09/21/12	09/21/12	NATE BERKUS 10A NATE BERKUS 10A	Comm	10-11A	----1--	:30	1	\$100.00	P 3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	----1--		1		\$100.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WXIX	09/17/12-09/23/12	NATE BERKUS 10A			10-11A	-----F----	:30		<del>(\$100.00)</del>	0.00	NM			
		See MG 25.3,25.4 [THIS WILL BE NEWS EXTRA AT 10A]													

Contract / Revision **794493** Flight Dates **09/18/12-09/27/12**

Hiatus Dates

Original Date / Revision 07/09/12/ 08/28/12

Order Sep 00:00:00

Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **691**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WXIX	09/21/12	09/21/12	News @ 5a News @ 5a	Comm	5a-6a	----1--	:30	1	\$200.00	P 3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----1--	1		\$200.00		0.00						
E 4	WXIX	09/21/12	09/21/12	News @ 6a News @ 6am	Comm	6a-7a	----1--	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----1--	1		\$400.00		0.00						
E 5	WXIX	09/21/12	09/21/12	News @ 7a News @ 7am	Comm	7A-8A (7:00 AM-8:00 AM)	----1--	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----1--	1		\$400.00		0.00						
E 6	WXIX	09/24/12	09/24/12	Late News M-F Late News M-F	Comm	10-11P	1-----	:30	1	\$1,200.00	P 3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	1-----	1		\$1,200.00		0.00						
E 7	WXIX	09/24/12	09/24/12	NATE BERKUS 10A NATE BERKUS 10A	Comm	10-11A	1-----	:30	1	\$100.00	P 3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	1-----	1		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WXIX	09/24/12-09/30/12		NATE BERKUS 10A	10-11A		M-----	:30	<del>(\$100.00)</del>	0.00	NM				
See MG 25.3,25.4 [THIS WILL BE NEWS EXTRA AT 10A]															
E 8	WXIX	09/24/12	09/24/12	News @ 5a News @ 5a	Comm	5a-6a	1-----	:30	1	\$200.00	P 3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	1-----	1		\$200.00		0.00						
E 9	WXIX	09/24/12	09/24/12	News @ 6a News @ 6am	Comm	6a-7a	1-----	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	1-----	1		\$400.00		0.00						
E 11	WXIX	09/23/12	09/23/12	NFL on Fox Game 2 NFL on Fox	Comm	4P-8P	-----1	:30	1	\$3,100.00	P 3	0.00	NM	1	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----1	1		\$3,100.00		0.00						
E 12	WXIX	09/23/12	09/23/12	Late News Su Late News Sun	Comm	10-1102P	-----1	:30	1	\$1,200.00	P 3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----1	1		\$1,200.00		0.00						
E 13	WXIX	09/23/12	09/23/12	NFL Pre-game (reg seas NFL Pre-game	Comm	12N-1P	-----1	:30	1	\$800.00	P 3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----1	1		\$800.00		0.00						
E 14	WXIX	09/20/12	09/27/12	Late News M-F Late News M-F	Comm	10-11P	---1---	:30	1	\$1,200.00	P 3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---1---	1		\$1,200.00		0.00						
Week:		09/24/12	09/30/12	---1---	1		\$1,200.00		0.00						
E 16	WXIX	09/20/12	09/27/12	News @ 5a News @ 5a	Comm	5a-6a	---1---	:30	1	\$200.00	P 3	0.00	NM	2	\$400.00



Contract / Revision **794493** Flight Dates **09/18/12-09/27/12**

Hiatus Dates

Original Date / Revision 07/09/12/ 08/28/12

Order Sep 00:00:00

Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **691**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 16	WXIX	09/20/12	09/27/12	News @ 5a News @ 5a	Comm	5a-6a	--- 1---	:30	1	\$200.00	P 3	0.00 NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	09/17/12	09/23/12	--- 1---		1			\$200.00			0.00		
	Week:	09/24/12	09/30/12	--- 1---		1			\$200.00			0.00		
E 17	WXIX	09/20/12	09/27/12	News @ 6a News @ 6am	Comm	6a-7a	--- 1---	:30	1	\$400.00	P 3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	09/17/12	09/23/12	--- 1---		1			\$400.00			0.00		
	Week:	09/24/12	09/30/12	--- 1---		1			\$400.00			0.00		
E 18	WXIX	09/20/12	09/27/12	News @ 7a News @ 7am	Comm	7A-8A (7:00 AM-8:00 AM)	--- 1---	:30	1	\$400.00	P 3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	09/17/12	09/23/12	--- 1---		1			\$400.00			0.00		
	Week:	09/24/12	09/30/12	--- 1---		1			\$400.00			0.00		
E 19	WXIX	09/18/12	09/25/12	Late News M-F Late News M-F	Comm	10-11P	- 1-----	:30	1	\$1,200.00	P 3	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	09/17/12	09/23/12	- 1-----		1			\$1,200.00			0.00		
	Week:	09/24/12	09/30/12	- 1-----		1			\$1,200.00			0.00		
E 20	WXIX	09/18/12	09/25/12	NATE BERKUS 10A NATE BERKUS 10A	Comm	10-11A	- 1-----	:30	1	\$100.00	P 3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	09/17/12	09/23/12	- 1-----		1			\$100.00			0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	WXIX	09/17/12-09/23/12	NATE BERKUS 10A		10-11A	- T-----	:30		<del>(\$100.00)</del>		0.00 NM		
	See MG 25.3,25.4 [THIS WILL BE NEWS EXTRA AT 10A]													
	Week:	09/24/12	09/30/12	- 1-----		1			\$100.00			0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	2	WXIX	09/24/12-09/30/12	NATE BERKUS 10A		10-11A	- T-----	:30		<del>(\$100.00)</del>		0.00 NM		
	See MG 25.3,25.4 [THIS WILL BE NEWS EXTRA AT 10A]													
E 21	WXIX	09/18/12	09/25/12	News @ 5a News @ 5a	Comm	5a-6a	- 1-----	:30	1	\$200.00	P 3	0.00 NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	09/17/12	09/23/12	- 1-----		1			\$200.00			0.00		
	Week:	09/24/12	09/30/12	- 1-----		1			\$200.00			0.00		
E 22	WXIX	09/18/12	09/25/12	News @ 6a News @ 6am	Comm	6a-7a	- 1-----	:30	1	\$400.00	P 3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	09/17/12	09/23/12	- 1-----		1			\$400.00			0.00		
	Week:	09/24/12	09/30/12	- 1-----		1			\$400.00			0.00		
E 23	WXIX	09/18/12	09/25/12	News @ 7a News @ 7am	Comm	7A-8A (7:00 AM-8:00 AM)	- 1-----	:30	1	\$400.00	P 3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	09/17/12	09/23/12	- 1-----		1			\$400.00			0.00		
	Week:	09/24/12	09/30/12	- 1-----		1			\$400.00			0.00		
E 24	WXIX	09/19/12	09/26/12	Late News M-F Late News M-F	Comm	10-11P	-- 1----	:30	1	\$1,200.00	P 3	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	09/17/12	09/23/12	-- 1----		1			\$1,200.00			0.00		
	Week:	09/24/12	09/30/12	-- 1----		1			\$1,200.00			0.00		



Contract / Revision      **794493**      Flight Dates **09/18/12-09/27/12**

### Hiatus Dates

Original Date / Revision    07/09/12/    08/28/12

Order Sep 00:00:00

<u>Advertiser</u>	<b>American Crossroads</b>	<u>Product</u>	<b>AMERICAN CROSSROADS</b>	<u>Estimate #</u>	<b>691</b>
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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	WXIX	09/19/12	09/26/12	NATE BERKUS 10A NATE BERKUS 10A	Comm	10-11A	-- 1----	:30	1	\$100.00	P 3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-- 1----		1				\$100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXIX	09/17/12-09/23/12		NATE BERKUS 10A		10-11A		-- W-----	:30	<del>(\$100.00)</del>		0.00	NM		
		See MG 25.3,25.4 [THIS WILL BE NEWS EXTRA AT 10A]													
3	WXIX	09/24/12-09/24/12		Rachael Ray 11A		11a-12P		M-----	:30	\$300.00		0.00	NM		
		Ⓜ MG for 25.2,2.1,20.1,20.2,7.1,25.1													
4	WXIX	09/24/12-09/24/12		Rachael Ray 11A		11a-12P		M-----	:30	\$300.00		0.00	NM		
		Ⓜ MG for 25.2,2.1,20.1,20.2,7.1,25.1													
Week:		09/24/12	09/30/12	-- 1----		1				\$100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WXIX	09/24/12-09/30/12		NATE BERKUS 10A		10-11A		-- W-----	:30	<del>(\$100.00)</del>		0.00	NM		
		See MG 25.3,25.4 [THIS WILL BE NEWS EXTRA AT 10A]													
E 26	WXIX	09/19/12	09/26/12	News @ 5a News @ 5a	Comm	5a-6a	-- 1----	:30	1	\$200.00	P 3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-- 1----		1				\$200.00		0.00			
Week:		09/24/12	09/30/12	-- 1----		1				\$200.00		0.00			
E 27	WXIX	09/19/12	09/26/12	News @ 6a News @ 6am	Comm	6a-7a	-- 1----	:30	1	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-- 1----		1				\$400.00		0.00			
Week:		09/24/12	09/30/12	-- 1----		1				\$400.00		0.00			
E 28	WXIX	09/19/12	09/26/12	News @ 7a News @ 7am	Comm	7-8A (7:00 AM-8:00 AM)	-- 1----	:30	1	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-- 1----		1				\$400.00		0.00			
Week:		09/24/12	09/30/12	-- 1----		1				\$400.00		0.00			
Totals														36	\$22,900.00